

ABSTRACT OF THE DISCLOSURE

An Internet-based promotional business model (PBM) (10) consisting of an Internet data center (12) connected to one side of a web server (24) via a first switch (14). The other side of the web server (24) is connected to a database (34) via a second switch (16). The PBM (10) functions by enticing a user to play a lotto type game wherein a series of numbers are selected after which the user selects a banner for review, which is chosen from a set of banners, and/or answers a question. If the numbers chosen are selected the user wins a monetary or other type of prize. The PBM (10) can be used with different types of games, and with the number of questions asked varying from one to any number. The specific nature of the questions can also vary, depending on what subject the questions relate to and which banner(s) is/are selected.